

Strategic Plan







America's Hometown – A City of Opportunity



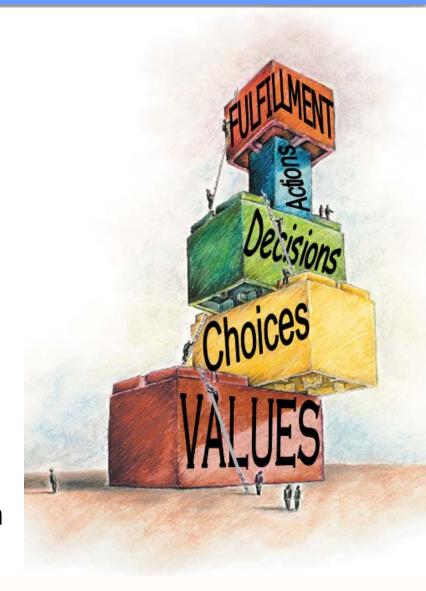
Mission





Values

- Customer Focus: To astonish our customers, not just satisfy them.
- **Team Orientation:** Together everyone achieves more.
- Innovation/Creativity: Build a team of innovative thinkers.
- Integrity: The best team polices itself.
- Accountability: Expectation + Ownership = Ultimate Motivation





Strategic Priorities



Economic Development:

Strategic investments that ensure long-term fiscal sustainability via growth of jobs and local revenues.

Infrastructure:

Underlying foundation on which the continuance and growth of our community depends.

Organizational Efficiency:

To bring about an optimal organizational size and structure to ensure agility in meeting operational demands and achieving sustainable practices in the face of rapidly changing environments.

Team Cohesion:

Council and staff unity in fulfilling the organization's vision and mission.